

**NO. 10**

**SDHSAA BOARD OF DIRECTORS MEETING  
Pierre, South Dakota  
April 15-16, 2019**

**ITEM NO. 10**

**SUMMARY STATEMENT:** Approval of contract with South Dakota State University regarding 2019 State Football Championships

**STAFF RECOMMENDATION:** Approval

SDHSAA 2019 High School Football Championships  
Proposed Preliminary Agreement  
Dana J. Dykhouse Stadium, Brookings, SD

Thursday, Nov. 14, 2019 – 4 games (11 a.m./1:45 p.m./4:30 p.m./7:15 p.m.)  
Friday, Nov. 15, 2019 – 3 games (1:30 p.m./4:15 p.m./7:00 p.m.)

Note – This is a one-year proposal for 2019. Future years will be discussed when appropriate.

- Facility Rental - \$6,000 per day for two days equals \$12,000 base rental fee. Items included in the rental include, but aren't limited to: ticket sellers/takers, ushers, parking attendants, team hosts, locker room attendants, clean-up crew, grounds crew, custodial workers. Other services included will be determined as we go through the process. Additional charges may apply for certain services agreed upon later.
- Additional items to be paid by SDHSAA include, but aren't limited to: University Police Department (UPD) officers for the games (2 per game), Medical staff (including ambulance), videoboard personnel (none anticipated), lead stats person (\$500), lead ticket person (\$350), scoreboard operator (\$350), PA person (\$350), play clock operator (\$350), lead facility manager (\$500). Other charges may apply as agreed upon later.
- Premium seating options (Club/Loge/Suite) will be available to spectators at a price determined by SDSU with the help of SDHSAA. For each premium seat purchased, \$15 will be retained by SDHSAA. Any revenue above \$15 per ticket will be retained by SDSU. Current premium seat holders for SDSU football games will have the right of first refusal for their premium seats.
- Parking lots surrounding the stadium will cost \$5 per spot. SDSU will manage and retain any profits. There will be parking lots further away as free parking options. Please note that we will need to charge for the lots around the stadium in order to ensure the best experience for spectators. Those lots are permitted spots during the academic day, and they would not be available if we didn't block them off and charge for spectator parking.
- The ticket system to be used is yet TBD. We will work through this to determine the best route for SDHSAA and SDSU. Regardless of the ticket system utilized, SDHSAA will retain \$15 per seat sold for the championships. General seats in the stadium bowl will be set at \$15 as a base price. SDSU reserves the right to charge a facility fee per ticket to recover any expenses for the service.
- We will follow normal protocol regarding ADA tickets at Dana J Dykhouse stadium.
- SDSU will be responsible for developing and selling Championship programs and apparel. SDSU may delegate these items to an appropriate entity.

For the duration of the 2019 High School Football championships:

- SDSU will provide a complimentary suite to SDHSAA staff. Only properly credentialed personnel will be allowed access to the suite.
- SDSU will provide space for SDHSAA football coaches meetings to determine All-State teams.
- SDSU is allowed to utilize digital advertising when available throughout the championships.
- SDSU is allowed to utilize sideline advertising in the same manner it would for a home SDSU football game
- SDSU is allowed to utilize our team apparel store in the same manner it would for a home SDSU football game.
- SDSU will work with SDHSAA to provide appropriate radio booths, press areas, etc.
- SDSU will work with SDHSAA to plan for locker rooms and post-game gathering spaces provided to teams.
- SDSU will work with SDHSAA to provide appropriate athletic training spaces for teams.
- In the case of poor weather (snow/ice/etc...), SDSU will provide equipment and workers to help keep the field as clean as possible. SDSU will also provide equipment and supplies to keep spectator seating as safe as possible. However, it's important to note that the stadium concourses and seating areas could be slippery in the case of poor weather.
- An emergency plan will be provided to SDHSAA. We will follow normal protocol for all SDSU outdoor events, including lightning evacuation plans.
- SDSU will work with SDHSAA in the case that instant replay will be used for the championships. SDSU owns replay equipment which can be used complimentary by SDHSAA. However, SDHSAA will be responsible for payment to any trained technicians that will be necessary for instant replay during the championships.
- South Dakota Public Television will provide the workers and equipment necessary to televise the championships. SDPTV will also work with Daktronics for properly tying into the stadium videoboard.